

# Research on Translation Strategies of Waterfront Park Slogans: A Study of Dong'an Lake

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## Abstract

Park slogans are short texts or phrases displayed in public leisure spaces, such as parks, to convey information, guide behavior, promote ideas, and enhance the environment. They are usually concise, clear, and easy to understand. They aim to attract tourists' attention and enhance public awareness of environmental protection, safety, and cultural literacy. As an important component of urban culture, the translation of park slogans from Chinese to English has become particularly important with the acceleration of globalization. This article uses Dong'an Lake Park in Chengdu as an example to analyze the issues involved in translating waterfront park slogans from Chinese to English. The analysis is based on literature collection, survey questionnaires, and field investigations. The article then proposes corresponding translation strategies. The research results indicate that the main problems in translating waterfront park slogans from Chinese to English include lack of content, unclear meaning, lack of uniformity, and lack of aesthetic appeal. Effective strategies include literal translation, free translation, annotation, and creative translation. The article aims to improve the accuracy of translating slogans from Chinese to English for waterfront parks, reduce cultural conflicts and misunderstandings, maximize the function of park slogans, and promote cultural exchange between China and other countries.

## Keywords

Park slogan; Chinese to English translation; cultural difference; Translation strategy.

## 1. Introduction

### 1.1. Research Background and Significance

As globalization accelerates, the translation of slogans from Chinese to English is particularly important for urban waterfront parks, which are intersections of urban culture and natural landscapes. For instance, Dong'an Lake Park in Chengdu not only meets the leisure and entertainment needs of Chengdu citizens, but also serves as an important window for the city's cultural exchange with the outside world. The accuracy and cultural adaptability of slogan translations directly affect how the park is perceived internationally. According to relevant research, translation errors or improper translations can lead to misinformation and cultural misunderstandings, which can affect the international image of parks and cities. Therefore, this study aims to analyze the current situation of translating slogans from Chinese to English for waterfront parks, identify existing problems, and explore effective translation strategies. Through a case study of slogans in Dong'an Lake Park, we will propose practical, feasible suggestions to optimize translations, promote standardization and professionalism, and enhance the dissemination and influence of waterfront park slogans in international exchanges.

## 1.2. Research Objectives and Problem Overview

The goal of this study is to thoroughly examine the challenges of translating Chinese waterfront park slogans into English and to suggest effective translation strategies. Using Dong'an Lake Park in Chengdu as an example, we analyzed the current situation of translating slogans from Chinese to English in the park and identified various issues that arose during the translation process. Through our empirical analysis of the park's slogans, we found various issues, including missing content, unclear meaning, lack of uniformity, and lack of aesthetic appeal. As Eugene Nida said, "Translation is not only the conversion of language, but also the transmission of culture." Therefore, this study emphasizes that, during the translation process, translators must consider both language accuracy and cultural adaptability to ensure the accurate communication of information and the effective preservation of cultural elements.

## 1.3. Research Methods and Data Sources

### 1.3.1. Literature Collection

Read widely in academic journals, books, reports, and network resources. Use libraries, databases, and other resources to find relevant literature using keyword and subject searches to ensure diversity and comprehensiveness. In CNKI, search for "park slogans", "park slogans translation", "waterfront park", "waterfront park slogan translation", "Chinese-English translation", "Chinese-English translation strategy" and other topics to ensure the diversity of information. According to the research themes and needs, screen the collected literature, retain valuable information, and classify, summarize, and conclude it to form systematic literature. Use literature reviews, content analyses, and other methods to analyze the literature in depth and refine the research ideas and conclusions. Standardize literature citations in the research report to ensure its academic and standardized nature.

### 1.3.2. On site Inspection

Field trips include environmental observations and field notes, use tools such as cameras and notebooks to record and preserve important information during the study tour. A total of 76 photographs of the banners were taken based on a field trip to Dongan Lake Park, and these photographs were compared and studied. Comprehensively collect information related to the research object to obtain firsthand data and gain an intuitive understanding of the current state of Chinese-to-English translation in slogans of waterfront parks in Chengdu, as well as the existing problems. This will enhance the authenticity and accuracy of the study. Organize, classify, and analyze the data obtained from the study to extract valuable information.

### 1.3.3. Questionnaire survey and Interview

Design a scientific and reasonable questionnaire according to the purpose and content of the study. The questionnaire contains a number of questions such as whether or not they understand waterfront park slogans, whether or not they consider waterfront park slogan translation to be of great significance, and whether or not they understand the strategies for translating waterfront park slogans. Distribute the questionnaire online to gain an in-depth understanding of people's awareness of Chinese-English cultural differences in daily life and their views on translating slogans from Chinese to English in waterfront parks. This will ensure the questionnaires are relevant and valid. Analyze the questionnaire data using statistical analysis software to draw relevant conclusions and summarize the translation strategies.

Interviews were also conducted with some of the respondents who completed the questionnaire, and it was found that most of the respondents were aware of the importance of translating waterfront park slogans for the development of park cities as well as the internationalization of the city, but none of them had an in-depth understanding of it. A small number of respondents felt that translated slogans are not used in daily life, so there is no need to popularize them. This shows that the research in this area is not deep enough, and the depth

of investigation is insufficient. This study will take into account the actual needs of citizens and foreigners to provide more practical ideas and methods for translating slogans in waterfront parks.

Through fieldwork, we obtained firsthand information on slogan translation in this paper, ensuring the empirical basis of the study. The questionnaire survey targets park visitors and local residents to collect their intuitive responses and suggestions regarding existing slogan translations. This provides direct feedback for optimizing the translation strategy. This paper also refers to domestic and international theoretical models and case studies on slogan translation and collects extensive domestic and international literature and research results to ensure the study's theoretical depth and breadth. We use these diverse data sources and analysis methods to propose practical translation strategies to improve the quality of waterfront park slogan translations and enhance the effectiveness of their cultural transmission and information communication.

## 2. Literature Review

### 2.1. Park slogans and Translation

According to the China National Knowledge Infrastructure (CNKI) literature search results, a total of 47 domestic publications and 18 research papers on the topic of "slogan translation" were retrieved from 2014 to 2024. However, only three articles were found on the topic of "park slogan translation." There is a significant lack of research papers on park slogan translation, and obviously, insufficient articles are related to Chengdu city. Most studies focus on general advertising or political slogans, neglecting the unique linguistic and cultural challenges of park slogans[6,12]. Of the 493 articles related to Chengdu city parks retrieved from CNKI from 2014 to 2024, 64.57% were related to architectural science and engineering, and only three were related to culture[3,4,9]. No literature related to foreign language literature and translation has been found yet, nor has any literature related to "Chengdu city park slogan translation" or "Chengdu waterfront park slogan Chinese translation" been located. There are also no targeted articles on the English translation of slogans for waterfront parks in Chengdu. Although the international importance of park slogan translation is increasing, and Sichuan Province has issued the "Guidelines for the use of English in public service areas", its content is broad and general, and not entirely applicable to waterfront parks in Chengdu City, and needs to be refined.

This study will provide new translation ideas and solutions for waterfront park slogan translation by analyzing the slogan translation of Dong'an Lake Park.

### 2.2. Page Numbers

According to the China National Knowledge Infrastructure (CNKI) literature search results, a total of 90 domestic publications on the theme of "waterfront parks" were retrieved from 2020 to 2025, including 87 on construction engineering and science. No literature related to "translation" was found. This suggests that the issue of translation in waterfront parks has been overlooked and requires further study and improvement. Although there are many common translations of slogans in waterfront parks in "Guidelines for the use of English in public service areas", there is no clear reference to slogans with cultural connotations and regional characteristics in waterfront parks, and this study will combine the examples of slogans in Dong'an Lake Park to explore the method of balancing the functional expressions and cultural characteristics, so as to fill the gap in the research[8].

### 3. Classification and Case Analysis of Problems in Chinese English Translation

#### 3.1. Missing content

Based on field investigations, most of the slogans in Chengdu Dong'an Lake Park have been translated into English, and the overall translation of the park's English slogans is relatively complete. However, there are still instances where translations are missing for certain slogans. Specific examples of missing translations include:

##### Temporary Signs at the Entrance without Corresponding Translation

There is a warm reminder sign at the entrance of the park, which reads: "

因时空花园区域内部游乐设施尚在修缮中，暂不对外接待游客，开园时间另行通知，给您带来不便，敬请谅解!"

Although this sign is temporary, its content is crucial as it informs visitors that the "Time-Space Garden" area is under maintenance and currently closed to the public. The lack of an English translation makes it difficult for foreign tourists to understand this important information.

##### Safety Signs for Play Facilities in the Log Expansion Area Without Translation

In the children's playground's Log Expansion Area, there is a safety sign containing critical safety instructions and precautions for using the play equipment. This information is essential for ensuring the safety of parents and children. However, the absence of an English translation may leave foreign visitors unaware of these safety guidelines, potentially increasing the risk of accidents.

##### Signs Related to Drinking Water Resource Protection Zone Without Translation

Chengdu Dong'an Lake Park is unique because it contains a drinking water source protection zone. There are relevant slogans near the protected area reminding tourists to stay away from the water source to prevent pollution. Additionally, there are signs indicating prohibited activities in the vicinity of the protected water source. These signs are related to the protection of drinking water sources and should be translated so that foreign tourists do not mistakenly enter the protected area or unknowingly violate the relevant regulations.

##### Incomplete Translation of Smoking or Open Flames Prohibited Slogans

Fire prevention is a priority in Chengdu Dong'an Lake Park due to its dense tree coverage. A slogan in the park reads: " 严 禁 烟 火 ， 森 林 防 火 ， 人 人 有 责 ." However, only the phrase "森林防火，人人有责" has been translated into English, and the translation appears in a small font, making it difficult to notice. The phrase "严禁烟火" (No Smoking or Open Flames) has not been translated at all. Since this slogan is directly related to fire safety, it is critical to provide a complete and visible English translation to ensure that foreign visitors are aware of the no-smoking and fire prevention rules.

By addressing these missing or incomplete translations, Chengdu Dong'an Lake Park can improve its accessibility for international visitors and ensure that safety and regulatory information is effectively communicated.

#### 3.2. Misunderstanding

According to the field survey, some of the slogans translated in Dong'an Lake Park in Chengdu are unclear, which could lead to misunderstandings and cultural conflicts. The following slogans have unclear ideology:

##### Unclear Meaning of Life-saving Equipment Slogans

Chengdu Dong'an Lake Park has a large number of lake areas, surrounded by relevant safety reminders and life-saving facilities. One of the slogans reads: "

救生设施，请勿挪用".

It is translated as "Do not use life saving facilities". This translation does not convey the true meaning of the original slogan. The true meaning of the original slogan was "Do not use life saving facilities except in emergency situations". The translation can easily cause misunderstandings and even affect rescue work in emergency situations.

#### Uncertainty in the Translation of Guideline Slogans

Firstly, an amusement facility in Dong'an Lake Park in Chengdu is called "候鸟王国乐园", which is directly translated as "migratory bird kingdom paradise". Although the literal translation can preserve the fun of the facility name, it does not consider its functionality and cannot let foreign tourists understand the specific functions of this place, which may cause misunderstandings. This facility is a bird shaped slide designed for children's use. The translation of the slogan should combine its shape with its functionality to achieve the best of both worlds.

Secondly, there are different islands in Chengdu Dong'an Lake Park, such as 爱情岛、活力岛、书香岛、溪峰岛, etc. Among them, "书香岛" is translated as "Library Island", which cannot express the original meaning of "书香". "书香岛" is the location of the former Shufang Village. The island is an area that integrates reading, cultural exchange, cultural and creative interaction, and commercial exhibitions, and is a cultural experience venue. The translation should not only consider retaining the original meaning of "书香", but also be as close as possible to the functions of the area. Therefore, the translation needs to be filtered and adjusted according to the actual situation. The naming of the other islands also suffers from this problem, and some of the translations fail to convey the meaning and aesthetics of the original Chinese slogans. In addition, most of them do not accurately convey their functions and characteristics.

### 3.3. Lack of Uniformity

The field survey revealed that some of the slogans in Dong'an Lake Park in Chengdu were not translated uniformly. Different signs have different English translations for the same Chinese slogans, which may cause misunderstanding and confusion. The following areas have been identified as having problems with inconsistent slogan translations:

In Dong'an Lake Park, two translations of the term "Toilet" and "Restroom" appear. The two expressions are used interchangeably, which may cause confusion in understanding, and can be unified according to relevant regulations and actual needs.

Lack of Uniformity in Prohibited Slogans. Firstly, the slogan "禁止放生" has two translations: "No release" and "Do not release Aquatic Animals in the lake". The former is more concise, while the latter is clearer and more complete. Therefore, the translations can be integrated by combining the respective advantages of the two ways of translation.

Secondly, the slogan "禁止宠物及非机动车入内" reads "Prohibit Pets and Non-Motorized Vehicles From Entering" and "Pets and non motor vehicles are not allowed in the park". Since this provision is based on the Chengdu Parks Regulations, it should be defined in the context of the situation to find a more appropriate expression and to modify and unify the existing slogans.

In addition, the slogan "禁止戏水" has two expressions: "No Splashing" and "No Wading". It is necessary to choose a more standardised expression, taking into account the specific interpretations of "Splashing" and "Wading", as well as the relevant regulations.

### 3.4. Lack of aesthetic appeal

When translating slogans from Chinese to English in waterfront parks, the absence of local cultural elements cannot be overlooked. For example, Dong'an Lake Park in Chengdu serves as the city's green lung and embodies rich Sichuan culture. However, translators often face challenges when conveying these cultural elements in English. Some slogans in Dong'an Lake Park, for instance, incorporate Sichuan dialect and local historical stories. These elements are often difficult to convey accurately in a direct translation.

Firstly, within the Dong'an Lake Park in Chengdu, there are numerous bridges, each with an ancient poem for introduction. For example, the ancient poem corresponding to the Dream Crane Bridge is: "寓目紫翠间，安眠本非睡 梦中化为鹤，飞入长松寺。" Its corresponding translation is "I looked at the purple green woods and went asleep by and by. In the dream I changed into a crane and flew into the Changsong Monastery." This translation roughly expresses the original meaning of the poem, but lacks beauty and conveys the artistic conception of the original text. It lacks rhythm and sense of rhythm, and needs to be improved and beautified.

Secondly, there are slogans in the park that use personification and rhetorical devices such as "小草微微笑，请您绕一绕". If translated only as "The grass is smiling. Please walk around", it not only lacks aesthetic appeal, but also lacks the rhyme of the original text. Moreover, "绕一绕" cannot accurately express the original meaning of "walk around", which can easily cause misunderstandings and ambiguities.

## 4. Exploration of Translation Strategies

### 4.1. Literal Translation

Literal Translation is a translation method that is faithful to the content of the original text while retaining as much as possible of the linguistic form of the original text (including vocabulary, syntactic structure, and rhetorical style) in the translation process. Its core features include:

**Content Fidelity:** strictly conveying the semantic information of the original text, avoiding subjective additions and subtractions.

**Formal correspondence:** giving priority to syntactic structures and vocabulary expressions similar to the original.

For function-oriented slogans that serve as warnings, incentives and publicity, direct translations can be used to convey the content of the slogans in a clear and concise manner, so that people can accurately receive the message of the slogans[2,5,7].

The slogan "因时空花园区域内部游乐设施尚在修缮中，暂不对外接待游客，开园时间另行通知，给您带来不便，敬请谅解!" This is mainly a reminder function, and can be translated literally to express the main meaning, without the need for word for word translation. The Space Time Garden area is still under renovation, the opening time will be announced later. Sorry for the inconvenience caused[2,7,8].

Slogans with directive functions such as "严禁烟火", "救生设施，请勿挪用", and "前方饮用水水源保护区，游客请止步" sometimes have the meaning of calling for action. According to Newmark's three major text functions: informational text, emoji text, and infectious text, the language expression that has the greatest impact on readers should be used during translation, without being confined to the original text[2,7,8].

For slogans that express a directive or prohibition, direct translation can be used, while being brief and expressing their importance and seriousness.

The slogan "严禁烟火" can be translated as "Smoking or Open Flames Prohibited", which is short and has a complete meaning. [8]

The slogan "禁止放生" is located at the edge of the lake and near the water source, and can be translated as "Do not Release Aquatic Animals in the lake", which is more in line with the actual demand[8].

The slogan "禁止宠物及非机动车入内" can be translated as "Pets And Non Motorised Vehicles Prohibited". According to the "Guidelines for the use of English in public service areas", "宠物" is uniformly translated as "Pets". Also, "非机动车" is uniformly translated as "Non Motorized Vehicles". Combined with the English definition of "Prohibit" as "to stop sth from being done or

used especially by law". Because this provision is based on the "Chengdu Parks Regulations, the use of "Prohibit" is more explicit and effective[8].

The slogan "禁止戏水" can be uniformly translated as "No Wading" according to the "Guidelines for the use of English in public service areas-Part 3 : Tourism" issued by the Ministry of Education and the National Language Commission in May 2011. Because there are many lakes in the park and some of them have no fences, in order to ensure safety, additional signs "禁止下水" can be added, and they should be translated as "Stay Out of Water"[8].

The slogan "救生设施，请勿挪用" can be translated as "Do not use life-saving facilities in non-emergency situations", or by "Life Saving Only". "Life Saving Only" would be more concise and could better serve as a warning[8].

The slogan "前方饮用水水源保护区，游客请止步" can be translated as "Protected Drinking Water Source Area Ahead, Visitors Please Stop." or "Drinking Water Source Protection Area Ahead, Visitors Keep Out." [8]

#### 4.2. Free Translation

As a translation strategy, the core of Italian Translation is to give priority to the expression habits of the target language, and to convey the deep meaning of the original text by reorganising the language structure rather than mechanically copying the literal form of the original text. Compared with direct translation, Italian translation pays more attention to cultural adaptability and natural fluency of language. For slogans with more content and longer length (e.g., instructions on the use of park equipment, precautions for the use of park facilities, introduction to the park, etc.) as well as literary slogans (e.g., ancient poems, slang, etc.), Italian translation can be used[2,5,9].

The safety instructions and safety tips on the safety signs of amusement facilities are relatively long and have many instructions. For slogans that serve as reference for instructions, when the meaning of the slogan is complex and difficult to translate directly, free translation can be used. As long as the general meaning is translated, the function is kept equivalent, and the prompt effect is achieved. The safety reminder for the "log expansion area" is: "1、擅自挪动、拆卸和松动器械部件，请勿在设施上涂抹刻画。2、此区域设备对平衡力有一定挑战，请小朋友在成人看护下使用。3、使用游乐器械时请抓牢，谨防跌落。4、友爱谦让，请勿推搡拥挤、追逐打闹。" This can be translated as "1. Take good care of the amusement facilities. 2. Please watch over your children and ensure their safety." [2,5,10]

For slogans that contain specific cultural backgrounds or historical allusions, free translation can also be used and annotations can be added after translation to help foreign tourists understand the cultural meaning behind them. For example, the ancient poem corresponding to "寓目紫翠间，安眠本非睡 梦中化为鹤，飞入长松寺。" is translated as "I looked at the purple green woods and went straight into Changsong Monastery by and by. In the dream I changed into a crane and flew into the Changsong Monastery." It is noted in parentheses that "this poem describes the poet resting on the bridge and dreaming of turning into a crane and flying into Changsong Monastery," reflecting the unique charm of Sichuan and Sichuan culture. At the same time, the translation sentence structure can be adjusted appropriately to make it more balanced and neat, striving to be close to the format and rhythm of the original ancient poem. It can be roughly translated as "Gazing Amidst Purple and Emerald Hues. Resting peacefully, though not in sludge. In dreams, transforming into a crane. Flying into the temperature of tall pines [2,3,4,8].

#### 4.3. Creative Translation

Creative translation is a professional method of integrating translation and creative writing, the core of which lies in transcending the literal direct translation and achieving the localised

recreation of textual emotions and communication effects through cultural adaptation and creative reconstruction[2,9].

For Chinese slogans that do not have a direct equivalent translation in English, a creative translation can be adopted to make them closer to the English expression while retaining the characteristics of the original language[9].

For slogans with special meanings and local characteristics such as "候鸟王国乐园" and "书香岛", more creative and attractive expressions can be used to attract the attention of foreign tourists. The document mentions innovative translations for "Migratory Bird Kingdom Park" and "Book Island, Stream Peak Island". Taking "候鸟王国乐园" as an example, it can be innovatively translated as "Migratory Birds Paradise Playground". "Paradise Playground" can better highlight that this is a joyful paradise and playground for migratory birds, which is attractive and conveys the functional attributes of the park. For "书香岛", in addition to the translation mentioned in the text, it can also be innovatively translated as "Literary Delight Island". "Literary Delight" emphasizes the pleasure brought by literature, making it easier for foreign tourists to feel the cultural atmosphere and unique charm of the island[1,10,11].

## 5. Conclusion

### 5.1. Research Summary

Through the literature review, survey questionnaires, field investigations, and other methods, we found that there are several issues with translating slogans for waterfront parks from Chinese to English. These issues include missing content, unclear meaning, lack of uniformity, and lack of aesthetic appeal. Translations should convey not only the literal meaning of the original text but also the cultural connotations and emotional colors behind it. Flexible and versatile translation strategies should be adopted to adapt to audiences with different cultural backgrounds. Therefore, when translating, consider the cultural habits and aesthetic preferences of the target audience and use various methods, such as literal, free, or creative translation. Integrate and complement multiple methods to ensure slogans are attractive and effective. Additionally, translators should research the cultural characteristics of waterfront parks and preserve and transform key elements representing local culture, such as historical allusions and natural landscapes. As Eugene Nida said, "Translation is not only the conversion of language, but also the transmission of culture." Therefore, when translating slogans for waterfront parks, translators should strive to build bridges that connect different cultures and facilitate cross-cultural communication through their work.

### 5.2. Research Limitations and Future Prospects

#### 5.2.1. Research Limitations

Firstly, this study only takes Chengdu Dong'an Lake Park as an example to explore the translation of waterfront park slogans from Chinese to English, with a single sample. Although Dong'an Lake Park has a certain representativeness, it cannot cover all the situations of waterfront parks. Different regions, cultural backgrounds, and functional orientations of waterfront parks may have more diverse slogan translation problems.

Secondly, although cultural factors were taken into account when analyzing slogan translation issues in this study, the depth of exploration may not be sufficient for certain slogans with profound local cultural connotations. There may be a situation where the cultural significance hidden behind slogans is not fully analyzed, which affects the accuracy of translation.

In addition, park slogans have a certain degree of dynamism. With the expansion of park functions, changes in tourist groups, and the development of the times, slogans may be updated and adjusted. This study did not fully consider the impact of this dynamism on translation, and

the proposed translation strategies may have shortcomings in dealing with the dynamic changes of slogans.

### 5.2.2. Future Outlook

Firstly, future research can expand the sample size and select different types of waterfront parks (such as urban center waterfront parks, suburban waterfront parks, etc.) for study. By comparing and analyzing multiple cases, a more comprehensive summary of the common and individual problems in translating slogans from Chinese to English for waterfront parks can be made, making translation strategies more universal.

Secondly, strengthen the research depth on local culture, traditional Chinese culture, and target language culture. By utilizing theories and methods from multiple disciplines such as folklore and cultural anthropology, we can delve deeper into the cultural connotations of slogans, thereby improving the translation quality of cultural loaded words and enabling the translated slogans to convey their original meaning more accurately in cross-cultural communication.

Finally, continue to monitor the updates of the slogans in the waterfront park and track the changing needs of slogan translation in different periods. Based on the trends of the times, such as the new development of environmental protection concepts and changes in tourist demand, explore how to adjust translation strategies in a timely manner to adapt to these dynamic changes, and ensure that park slogan translation always maintains high-quality cross-cultural communication effects.

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